AMENDMENTS TO THE CLAIMS

Please delete existing claims 1-11 and replace them with the claims as follows.

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12. (New) A method for using an advertisement in a STB of a television network, the method comprising:

   receiving advertisement selection infromation for at least one association of a determined advertisement space with a determined advertisement, corresponding for each association to a range of values, the range of values being exempt of an overlap with ranges of values corresponding to distinct associations containing the determined advertisement space,

   triggering a selection of an advertisement for the determined advertisement space,

   generating a random value or a pseudo-random value,

selecting the determined advertisement if the random value or the pseudo-random value

falls intot he range of values correspondingt ot he association containing the

determined advertisement and the determined advertisement space, and

upon selection of the determined advertisement, using the selected advertisement.

13. (New) A method for using an advertisement according to claim 12, further comprising:

computing the value of probability for selecting the determined advertisement for the

determined advertisement space depending on at elast a desired number of times

that the determined advertisement is to be displayed,

. broadcasting the value of probability through the television network.

14. (New) A method for using an advertisement according to claim 13, further comprising:

computing the value of probability depending on the desired number of times that the

determined advertisement is to be displayed within a determined period of time.

15. (New) A method for using an advertisement according to claim 12, further comprising:

broadcasting the determined advertisement through the television network,

retrieving in the STB the determined advertisement on selecting the determined

advertisement,

displaying the determined advertisement in the determined advertisement space.

16. (New) A method for using an advertisement according to claim 13, further comprising:

broadcasting the determined advertisement through the television network,

retrieving in the STB the determined advertisement on selecting the determined

advertisement,

displaying the determined advertisement in the determined advertisement space.

17. (New) A method for using an advertisement according to claim 14, further comprising:

broadcasting the determined advertisement through the television network,

retrieving in the STB the determined advertisement on selecting the determined

advertisement,

displaying the determined advertisement in the determined advertisement space.

18. (New)   A method for using an advertisement in a STB according to claim 12, further comprising:

   storing the determined advertisement in the STB.

19. (New)   A method for obtaining advertisement selection information on a broadcast side in a television network, the advertisement selection information comprising values of probabilities, the method comprising:

   determining for a determined advertisement a final number of selections respectively for each one of one or a plurality of advertisement spaces,

   converting the obtained one or plurality of final numbers of selections into values of probabilities for selecting the determined advertisement in the respective one or plurality of advertisement spaces,

   broadcasting the one or plurality of values of probabilities for selecting the determined advertisement.

20. (New)   A method for obtaining an advertisement selection probability according to claim 19, further comprising:

   computing for the determined advertisement the final number of selections respectively for each one of the one or the plurality of advertisement spaces, depending on a predetermined number of times for displaying the determined advertisement.